

October 17, 2013

TO: Members of the MAG Regional Council

FROM: Mayor Scott Smith, Mesa, Chair

SUBJECT: ADDENDUM TO THE OCTOBER 23, 2013, MAG REGIONAL COUNCIL AGENDA

An addendum to the October 23, 2013, MAG Regional Council agenda has been prepared to provide for discussion of the development of a public input survey for transportation. Please contact the MAG office if you have questions about the addendum to the agenda.

**ITEM PROPOSED TO BE HEARD**

15. Public Opinion Transportation Survey Development

At the August 14, 2013, Transportation Policy Committee (TPC) meeting, an update on transportation revenues was provided. It was noted at the meeting that the current sales tax projections reflected a 40 percent decrease compared to the 2002 projections. Also, the Highway User Revenue Fund projections are lower than the original projections and are similar to the 2004 and 2005 levels. Numerous options were discussed to increase transportation revenues. Next steps were discussed, including conducting a public opinion survey to gauge public views and sentiment regarding needs and revenue sources. Following the TPC meeting, staff prepared a request for qualifications and interviewed polling firms. On October 15, 2013, the MAG Regional Council Executive Committee approved WestGroup Research, Inc., as the consultant for MAG public opinion quantitative and qualitative services. In order to receive

15. Information, discussion, and input.

survey results by January 2014, the consultant team and MAG will begin the development of the survey instrument this month. As discussed with the TPC, a final survey development input meeting is tentatively being scheduled for November 20, 2013, to review the draft survey instrument. The initial topics to learn more about are: satisfaction of the region's transportation system, awareness of how the transportation system is funded, people's willingness to increase taxes/fees for transportation, and testing different revenue options. At the Regional Council meeting, the consultant will discuss the general timing of the survey and potential technology that will be used to gather additional input on the survey. MAG staff is requesting input from Regional Council members on the topics and direction of the survey.